

## NON-PATENT LITERATURE

File 8: Ei Compendex(R) 1970-2006/Jul W1  
 (c) 2006 Elsevier Eng. Info. Inc.

File 65: Inside Conferences 1993-2006/Jul 14  
 (c) 2006 BLDSC all rts. reserv.

File 94: JICST-EPlus 1985-2006/Apr W3  
 (c) 2006 Japan Science and Tech Corp(JST)

File 144: Pascal 1973-2006/Jun W3  
 (c) 2006 INIST/CNRS

File 240: PAPERCHEM 1967-2006/Jul W1  
 (c) 2006 Elsevier Eng. Info. Inc.

File 248: PIRA 1975-2006/Jun W4  
 (c) 2006 Pira International

File 583: Gale Group Globalbase(TM) 1986-2002/Dec 13  
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File 111: TGG Natl. Newspaper Index(SM) 1979-2006/Jul 03  
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File 473: FINANCIAL TIMES ABSTRACTS 1998-2001/APR 02  
 (c) 2001 THE NEW YORK TIMES

File 474: New York Times Abs 1969-2006/Jul 13  
 (c) 2006 The New York Times

File 475: Wall Street Journal Abs 1973-2006/Jul 13  
 (c) 2006 The New York Times

| Set | Items  | Description   |
|-----|--------|---|
| S1  | 36282  | DIAPER? ? OR NAPPY OR NAPPIES OR NAPKIN? ? OR TAMPON? ? OR PANT?LINER? ? OR PANTY()LINER? ? OR (MENSTRUAL OR SANITARY OR INCONTINENCE)() (PAD? ? OR GARMENT? ? OR PRODUCT? ?) |
| S2  | 3014   | UNDERPAD? ? OR UNDERPANTS OR SANITARY() PAPER() PRODUCT? ? OR PANTY() SHIELD? ? OR PANT?SHIELD? ?   |
| S3  | 1826   | TRAINING() PANTS OR PULL() UPS OR HUGGIES OR PAMPERS OR TAMP-AX OR KOTEX OR LIL() LETS OR MAXIPAD? ? OR MINIPAD? ? OR STAYFREE  |
| S4  | 27849  | ABSORBEN?   |
| S5  | 394327 | COLOR? ? OR COLOUR? ?   |
| S6  | 984652 | PACKAG? OR PACK? ? OR PACKET? ? OR BOX?? OR CONTAINER? ? OR KIT OR KITS   |
| S7  | 348156 | WINDOW? ? OR (TRANSPARENT OR SEE() THROUGH)() PANEL? ? OR OPENING? ?  |
| S8  | 593    | S4(S) S5  |
| S9  | 36     | S1: S3 AND S8   |
| S10 | 10     | S9 AND S6: S7   |
| S11 | 10     | RD (unique items)   |
| S12 | 10     | Sort S11/ALL/PY,A   |
| S13 | 26     | S9 NOT S10  |
| S14 | 25     | RD (unique items)   |
| S15 | 25     | Sort S14/ALL/PY,A   |

12/7/2 (Item 2 from file: 583)

DIALOG(R) File 583: Gale Group Globalbase(TM)

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01136214

SWADDLERS LAUNCHES NEW RANGE OF NAPPIES

UK - SWADDLERS LAUNCHES NEW RANGE OF NAPPIES

Chemist & Druggist (CTD) 13 June 1987 p1176

ISSN: 0009-3033

Swaddlers has launched a new range of premium nappies , Super Cares. The

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new **nappies** feature leakproof waistbands, extra **absorbent** wadding and extra-wide ribbon elastic on the legs. Available in infant and toddler **colour**-coded **packs** of 10 and 30, they are retailing for #1.09 and #1.19 respectively.\*

12/7/3 (Item 3 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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03656165

SCOTT LAUNCHES LIBRA BODYFORM NIGHT-TIME

UK - SCOTT LAUNCHES LIBRA BODYFORM NIGHT-TIME

Community Pharmacy (CPY) 0 July 1990 p30

Scott (UK) has launched Libra Bodyform Night-time, a compressed and very **absorbent** night time towel with pairs of large adhesive pads at either end for enhanced security. The company has also redesigned its Bodyform **packs** in **colours** denoting the different **absorbencies** and sizes, and advertising in women's journals and on TV is continuing to boost the range.

12/7/4 (Item 4 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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04246845

SMITH &amp; NEPHEW REVAMPS LIL - LETS TAMPON BRAND

UK - SMITH &amp; NEPHEW REVAMPS LIL - LETS TAMPON BRAND

Chemist &amp; Druggist (CTD) 4 May 1991 p746

ISSN: 0009-3033

Smith & Nephew is revamping its Lil - lets tampon brand which is currently brand leader in the digital tampon sector of the GBP163 mil sanpro market. The brand will have new **packaging** incorporating modern graphics and **absorbency** **colour** codings. The company is also adding a **pantliner** to the brand, following research that showed that 32% of Lil - lets users already use a **pantliner**. The revamp and introduction will be backed with a GBP1 mil press ad campaign in teenage magazines.\*

12/7/6 (Item 6 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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05002441

Contrer les tabous encore existants

FRANCE - TAMPAX LAUNCHES BIODEGRADABLE TAMPONS

Points de Vente (PDV) 25 March 1992 p33

Language: French

**Tampax** France, subsidiary of Tambrands (US) and leader of the French **tampons** market, is introducing a biodegradable **tampon**, and is also changing its marketing policies. It has changed its 40 and 10 unit **packs** into 32 and eight unit **packs** in an attempt to increase stock rotation, and has **colour** coded the **boxes** to correspond to the different **absorbency** levels. **Tampax** derives most of its sales from food retail outlets, where it held 54% of the market in 1991, ahead of Nett at 28.4%, but is not so strongly represented in pharmacies, where it holds 20% of sales, considerably behind market leader OB. Article looks at the importance of giving product information about **tampons** in Europe, where usage is still very low.

12/7/7 (Item 7 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06389074

Lil - lets updates Applicator range

UK: **PACKAGING** REVAMP FOR **LIL - LETS** RANGE

Chemist & Druggist (CTD) 26 Oct 1996 p.584

Language: ENGLISH

As from 01 November, UK healthcare products producer Smith & Nephew is relaunching its **Lil - lets** applicator **tampons** with new **packaging**. Tissue-style cartons which exploit shelf space as much as possible are now being used to **package** the Regular and Super 10s and 16s. The applicator tube has been redesigned and the **tampon** wrapper is **colour** co-ordinated to match the relevant level of **absorbency**. The launch is being backed by an Gt2.5mn advertising campaign.

15/7/13 (Item 13 from file: 248)

DIALOG(R)File 248:PIRA

(c) 2006 Pira International. All rts. reserv.

00187234 Pira Acc. Num.: 8670871 Pira Abstract Numbers: 07-89-00925

**Title: COLOUR-CODED INCONTINENCE PRODUCTS**

Authors: Anon

Source: Med. Text. vol. 5, no. 9, Jan. 1989, p. 9

ISSN: 0266-2078

Publication Year: 1989

Document Type: Journal Article

Language: English

Pira Subfiles: Nonwovens Abstracts (NW)

Journal Announcement: 8905

Abstract: In an effort to raise sales levels of **incontinence products** in the UK Genesis Hygiene Ltd has introduced its Super Dri range of **colour-coded incontinence products** accompanied by promotional material including a leaflet explaining the coding which indicates the level of **incontinence** the products are designed to control. The fitted pads and shaped pads comprise a layer of super**absorbent** polymer sandwiched between two layers of pulp, resulting in a slimmer pad with **absorbency** of up to 40 times their own weight in fluids. The polyester stretch **pants** may be worn on their own or in conjunction with the **incontinence pads**. (Short article).

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File 9:Business & Industry(R) Jul/1994-2006/Jul 13  
 (c) 2006 The Gale Group

File 15:ABI/Inform(R) 1971-2006/Jul 14  
 (c) 2006 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2006/Jul 13  
 (c) 2006 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989  
 (c) 1999 The Gale Group

File 47:Gale Group Magazine DB(TM) 1959-2006/Jul 12  
 (c) 2006 The Gale group

File 148:Gale Group Trade & Industry DB 1976-2006/Jul 12  
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File 621:Gale Group New Prod.Annou.(R) 1985-2006/Jul 12  
 (c) 2006 The Gale Group

File 570:Gale Group MARS(R) 1984-2006/Jul 13  
 (c) 2006 The Gale Group

File 141:Readers Guide 1983-2006/Jun  
 (c) 2006 The HW Wilson Co

File 484:Periodical Abs Plustext 1986-2006/Jul W2  
 (c) 2006 ProQuest

File 112:UBM Industry News 1998-2004/Jan 27  
 (c) 2004 United Business Media

File 553:Wilson Bus. Abs. 1982-2006/Jul  
 (c) 2006 The HW Wilson Co

File 635:Business Dateline(R) 1985-2006/Jul 14  
 (c) 2006 ProQuest Info&Learning

| Set | Items   | Description  |
|-----|---------|--|
| S1  | 93195   | DIAPER? ? OR NAPPY OR NAPPIES OR NAPKIN? ? OR TAMPON? ? OR PANT?LINER? ? OR PANTY()LINER? ? OR (MENSTRUAL OR SANITARY OR INCONTINENCE) () (PAD? ? OR GARMENT? ? OR PRODUCT? ?) |
| S2  | 22683   | UNDERPAD? ? OR UNDERPANTS OR SANITARY()PAPER()PRODUCT? ? OR PANTY()SHIELD? ? OR PANT?SHIELD? ?   |
| S3  | 22845   | TRAINING()PANTS OR PULL()UPS OR HUGGIES OR PAMPERS OR TAMP-AX OR KOTEX OR LIL()LETS OR MAXIPAD? ? OR MINIPAD? ? OR STAYFREE  |
| S4  | 26042   | ABSORBEN?  |
| S5  | 1581269 | COLOR? ? OR COLOUR? ?  |
| S6  | 6024731 | PACKAG? OR PACK? ? OR PACKET? ? OR BOX?? OR CONTAINER? ? OR KIT OR KITS  |
| S7  | 3261742 | WINDOW? ? OR (TRANSPARENT OR SEE()THROUGH) () PANEL? ? OR OP-ENING? ?  |
| S8  | 50      | (S4(10N)S5) (S)S1:S3   |
| S9  | 29      | S8(S)S6:S7   |
| S10 | 18      | RD (unique items)  |
| S11 | 18      | Sort S10/ALL/PD,A  |
| S12 | 21      | S8 NOT S9  |
| S13 | 15      | RD (unique items)  |
| S14 | 15      | Sort S13/ALL/PD,A  |

11/3,K/2 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2006 The Gale Group. All rts. reserv.

02685634 Supplier Number: 43584834 (USE FORMAT 7 FOR FULLTEXT)

**ASM says 1992 tampon sales are GBP92 million**

Chemist &amp; Druggist, p92

Jan 16, 1993

Language: English Record Type: Fulltext

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Document Type: Magazine/Journal; Professional Trade

Word Count: 899

... initially be available only in regular and super variants.

Smith & Nephew will be revising the **pack** design of Contour **tampons**, which will feature new **absorbency colours** and **packs** flashed yellow for regular and green for super. The **tampons** will come in a more discreet box of 16.

Advertising

Lillets will benefit from 'significant' above-the-line advertising this year, including...

11/7/4 (Item 4 from file: 9)

DIALOG(R)File 9:Business &amp; Industry(R)

(c) 2006 The Gale Group. All rts. reserv.

00994254 Supplier Number: 23537059

**Brazilian product launch round-up: Johnson & Johnson**

(Johnson & Johnson extends Sempre Livre feminine hygiene range in Brazil with applicator tampon line in 3 sizes)

OTC LatinA, n 12, p 389

June 1996

WORD COUNT: 88

TEXT:

In the paper products market, Johnson & Johnson has extended its Sempre Livre feminine hygiene range to include an applicator **tampon** line. Available in mini, medium and super sizes, each in **packs** of ten **tampons**, the product features a smooth, rounded plastic applicator, designed for easy and comfortable insertion. It also benefits from a dual layer of **absorbent** material.

**Packaging** features the same **colours** as the rest of the Sempre Livre line, with lilac graphics for the mini size, yellow for medium **absorbency**, and red for the super variant.

Copyright 1996 Nicholas Hall &amp; Co.

11/7/5 (Item 5 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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04695031 Supplier Number: 46910619 (THIS IS THE FULLTEXT)

**Relaunches and Repackings: Smith & Nephew Consumer Products**

Brand Strategy, n94, pN/A

Nov 22, 1996

TEXT:

Company

Smith &amp; Nephew Consumer Products

Brand/Product

Lil-lets Applicator **tampons**

Details

Smith & Nephew has relaunched its **Lil - lets** Applicator **tampon** range with redesigned **packaging** and products improvements including the introduction of a comfort shaped applicator tube. The range of Regular and Super 16s and Regular and Super 10s has been **repackaged** in 'tissue-style' cartons with a perforated **opening** on the top of the **box** for easy selection and convenient storage. An improved flushable **tampon** wrapper **colour** coordinated to match the relevant **absorbency** now also comes with a tear strip for easy access. Changes to the **pack** graphics sees **Lil - lets** Applicator

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brought in line with the Non-Applicator **packs** . A GBP2.5m promotional **package** over the next twelve months includes tv and radio advertising. APR programme will stimulate awareness and drive trial. The **Lil - lets** brand is worth GBP33m, with sales of **Lil - lets** Applicator at GBP2.3m.

Developed by

Senior brand manager: Shelley Law Design: Brewer Riddiford  
Advertising: Rainey Kelly Campbell Roalfe PR: Barclay Stratton  
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11/7/10 (Item 10 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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07437519 Supplier Number: 62502076 (THIS IS THE FULLTEXT)

**Number one in non-applicator tampons. (Product Information) (Brief Article)**

Community Pharmacy, p27

June, 2000

TEXT:

Smith & Nephew has revamped the **packaging** for **Lil - lets** , using 'upweighted **absorbency colours** ' for increased shelf impact. The company says that the new silver livery also 'emphasises brand superiority' and attracts new users.

Lil-lets, which is now available in Applicator, Digital and Teens formats, takes around 11 per cent of the **tampons** and towels markets, with an estimated 2.1 million users, non-applicator sales of #32.9 million and applicator sales of #2.1 million.

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11/7/11 (Item 11 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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02251140 Supplier Number: 25812951

**Kotex Pads in Color Coded Packages - Maxis; Ultra Thins; Lightdays**

**Liners; Security Tampons in Color Coded Packages - Super**

**Absorbency MANUFACTURER: Kimberly-Clark Corp. CATEGORY: 310 - Sanitary &**

**Incontinence Products**

**(Kimberly-Clark is promoting color-coded packages of its Kotex sanitary products via FSIs with \$1.00 coupon offers)**

Product Alert, v 30, n 16, p na

August 28, 2000

WORD COUNT: 72

TEXT:

Ads for **Kotex sanitary** products in **Color Coded Packages** read "Now it's so easy to find your product." Kimberly-Clark offers **packaging** with **color** indicators to locate the exact style you use. Promoted in FSIs with \$1.00 coupon offers, varieties offered include Maxis (blue), Ultra Thins overnight with wings (hot pink), unscented Lightdays Liners (yellow) and Super **Absorbency Security Tampons** (purple). For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

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11/7/12 (Item 12 from file: 9)

DIALOG(R)File 9:Business &amp; Industry(R)

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02414087 Supplier Number: 24801306

Always Quilted Sanitary Pads - Super Maxis with Flexi Wings; Slender with Flexi Wings; Overnight with Flexi Wings; Regular; Regular with Flexi Wings  
MANUFACTURER: Procter & Gamble Co. CATEGORY: 310 - Sanitary & Incontinence Products (Procter & Gamble Co has introduced four new varieties of its Always Quilted Sanitary Pads)

Product Alert, v 31, n 6, p N/A

March 26, 2001

WORD COUNT: 167

TEXT:

Always Quilted Sanitary Pads in the Super Maxis with Flexi Wings version are said to now keep their shape better for superior protection. The "trademark" Flexi Wing design is used under license from Tyco Healthcare Group L.P. This version is promoted in FSIs with \$1.00 coupons. Always "new" Quilted Sanitary Pads are also offered in Slender, Overnight and Regular (thin ultra) versions, all with Flexi Wings from Procter & Gamble Co. Always Regular Quilted Sanitary Pads without wings are also available with the Dri-Weave topsheet. Promotional literature reads, "New quilted Dri-Weave topsheet helps pull fluid away from your body to help keep you drier... With the new absorption layer, Quilted Always provide all the absorbant protection you'd normally ever need... Quilting helps the pad keep its shape, for less bunching, more peace of mind." New packages with "color bars" are said to indicate the absorbency level of a particular variety. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326. Publisher's Classification SIC2647100 CLASS33 RC1USA

Copyright 2001 Marketing Intelligence Services Ltd.

14/3,K/3 (Item 3 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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01124820 Supplier Number: 41269361

**Baby's bottom line is wrapped in green**

Financial Times of Canada, p8

April 8, 1990

Language: English Record Type: Abstract

Document Type: Newspaper; Tabloid; General Trade

ABSTRACT:

...with a new listing on the Vancouver Stock Exchange. The company offers an innovative cloth **diaper** product, tailored to eliminate folding, and fitted with Velcro tabs to eliminate the need for pins. Babykins come in a range of **colors** and prints. A supply of 24 **diapers**, with 6 extra-**absorbent** liners and 18 plastic **pants**, retails for some C\$215. Babykins is poised to capitalize on the environmental concerns about disposable **diapers**, although Natural Resources Defense Council (New York) scientists Allen Hershkowitz says that neither product is...

...through Hudson's Bay, Toys 'R Us and Shoppers Drug Mart. Competition in the cloth **diaper** market is beginning to heat up, however, as Babyland **Diaper** Service is offering a new product, and Diana Dolls Fashions (Stoney Creek, ON) is preparing...

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July 14, 2006

14/3,K/8 (Item 8 from file: 484)

DIALOG(R)File 484:Periodical Abs Plustext

(c) 2006 ProQuest. All rts. reserv.

04035402 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Red alert**

Tanenbaum, Leora

Vegetarian Times (IVGT), n256, p70-75, p.4

Dec 1998

ISSN: 0164-8497 JOURNAL CODE: IVGT

DOCUMENT TYPE: Feature

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1349

**TEXT:**... organic **tampons**.

ALL-COTTON PADS. Although pads do not pose the immediate potential dangers that **tampons** do, their proximity to the vagina make them a possible health risk as well. Another...

...pads in four sizes with flaps for a snug fit. Trutona sells biodegradable pads and **panty liners**. REUSABLE CLOTH PADS. For those who worry about the waste generated by disposable pads, Glad...

...your **panty**. (Soak used pad in cold water, then machine wash.) They come in several **colors** and are made of soft, chlorine-free, organically grown cotton. **Absorbency** options include pads for day and night. Extra liners for heavy flow days and plasticlined...

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File 20:Dialog Global Reporter 1997-2006/Jul 14

(c) 2006 Dialog

Set Items Description

S1 42483 DIAPER? ? OR NAPPY OR NAPPIES OR NAPKIN? ? OR TAMPON? ? OR PANT?LINER? ? OR PANTY()LINER? ? OR (MENSTRUAL OR SANITARY OR INCONTINENCE)() (PAD? ? OR GARMENT? ? OR PRODUCT? ?)

S2 9239 UNDERPAD? ? OR UNDERPANTS OR SANITARY()PAPER()PRODUCT? ? OR PANTY()SHIELD? ? OR PANT?SHIELD? ?

S3 7499 TRAINING()PANTS OR PULL()UPS OR HUGGIES OR PAMPERS OR TAMP-AX OR KOTEX OR LIL()LETS OR MAXIPAD? ? OR MINIPAD? ? OR STAYFREE

S4 5927 ABSORBEN?

S5 673918 COLOR? ? OR COLOUR? ?

S6 2842161 PACKAG? OR PACK? ? OR PACKET? ? OR BOX?? OR CONTAINER? ? OR KIT OR KITS

S7 2379210 WINDOW? ? OR (TRANSPARENT OR SEE()THROUGH)() PANEL? ? OR OPENING? ?

S8 12 S1:S3(S)S4(S)S5

S9 6 S8(S)S6

S10 2 S8(S)S7

S11 6 S9:S10

S12 6 RD (unique items) [not relevant]

S13 6 S8 NOT S9:S10

S14 6 RD (unique items) [not relevant]

File 608:KR/T Bus.News. 1992-2006/Jul 14

(c)2006 Knight Ridder/Tribune Bus News

File 609:Bridge World Markets 2000-2001/Oct 01

(c) 2001 Bridge

File 610:Business Wire 1999-2006/Jul 14

(c) 2006 Business Wire.

File 613:PR Newswire 1999-2006/Jul 14

(c) 2006 PR Newswire Association Inc

File 809:Bridge World Markets News 1989-1999/Dec 31

(c) 1999 Bridge

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

File 387:The Denver Post 1994-2006/Jul 13

(c) 2006 Denver Post

File 471:New York Times Fulltext 1980-2006/Jul 14

(c) 2006 The New York Times

File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06

(c) 2002 Phoenix Newspapers

File 494:St LouisPost-Dispatch 1988-2006/Jul 13

(c) 2006 St Louis Post-Dispatch

File 631:Boston Globe 1980-2006/Jul 13

(c) 2006 Boston Globe

File 633:Phil.Inquirer 1983-2006/Jul 12

(c) 2006 Philadelphia Newspapers Inc

File 638:Newsday/New York Newsday 1987-2006/Jul 13

(c) 2006 Newsday Inc.

File 640:San Francisco Chronicle 1988-2006/Jul 13

(c) 2006 Chronicle Publ. Co.

File 641:Rocky Mountain News Jun 1989-2006/Jul 13

(c) 2006 Scripps Howard News

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File 702: Miami Herald 1983-2006/Jul 11  
 (c) 2006 The Miami Herald Publishing Co.  
 File 703: USA Today 1989-2006/Jul 13  
 (c) 2006 USA Today  
 File 704: (Portland) The Oregonian 1989-2006/Jul 13  
 (c) 2006 The Oregonian  
 File 713: Atlanta J/Const. 1989-2006/Jul 14  
 (c) 2006 Atlanta Newspapers  
 File 714: (Baltimore) The Sun 1990-2006/Jul 14  
 (c) 2006 Baltimore Sun  
 File 715: Christian Sci. Mon. 1989-2006/Jul 13  
 (c) 2006 Christian Science Monitor  
 File 725: (Cleveland) Plain Dealer Aug 1991-2006/Jul 13  
 (c) 2006 The Plain Dealer  
 File 735: St. Petersburg Times 1989- 2006/Jul 13  
 (c) 2006 St. Petersburg Times  
 File 476: Financial Times Fulltext 1982-2006/Jul 15  
 (c) 2006 Financial Times Ltd  
 File 477: Irish Times 1999-2006/Jul 14  
 (c) 2006 Irish Times  
 File 710: Times/Sun. Times (London) Jun 1988-2006/Jul 14  
 (c) 2006 Times Newspapers  
 File 711: Independent (London) Sep 1988-2006/Jul 13  
 (c) 2006 Newspaper Publ. PLC  
 File 756: Daily/Sunday Telegraph 2000-2006/Jul 14  
 (c) 2006 Telegraph Group  
 File 757: Mirror Publications/Independent Newspapers 2000-2006/Jul 14  
 (c) 2006

| Set | Items   | Description  |
|-----|---------|--|
| S1  | 91565   | DIAPER? ? OR NAPPY OR NAPPIES OR NAPKIN? ? OR TAMPON? ? OR PANT?LINER? ? OR PANTY()LINER? ? OR (MENSTRUAL OR SANITARY OR INCONTINENCE) () (PAD? ? OR GARMENT? ? OR PRODUCT? ?) |
| S2  | 9597    | UNDERPAD? ? OR UNDERPANTS OR SANITARY()PAPER()PRODUCT? ? OR PANTY()SHIELD? ? OR PANT?SHIELD? ?   |
| S3  | 11019   | TRAINING()PANTS OR PULL()UPS OR HUGGIES OR PAMPERS OR TAMP-AX OR KOTEX OR LIL()LETS OR MAXIPAD? ? OR MINIPAD? ? OR STAYFREE  |
| S4  | 8660    | ABSORBEN?  |
| S5  | 1825661 | COLOR? ? OR COLOUR? ?  |
| S6  | 3900730 | PACKAG? OR PACK? ? OR PACKET? ? OR BOX?? OR CONTAINER? ? OR KIT OR KITS  |
| S7  | 3450723 | WINDOW? ? OR (TRANSPARENT OR SEE()THROUGH) () PANEL? ? OR OPENING? ?   |
| S8  | 3       | (S4(10N)S5) (S)S1:S3 [not relevant]  |
| S9  | 25      | S1:S3 AND S4(S)S5  |
| S10 | 22      | S9 NOT S8  |
| S11 | 20      | RD (unique items)  |
| S12 | 20      | Sort S11/ALL/PD,A [not relevant]   |
| S13 | 8631    | S1:S3(S)S6   |
| S14 | 2       | S4(S)S7(S)S13  |
| S15 | 2       | S14 NOT S8:S9 [not relevant]   |
| S16 | 113     | S4(S)S13   |
| S17 | 336     | S5(S)S13   |
| S18 | 1       | S16 AND S17 [not relevant]   |
| S19 | 40      | S1:S3/TI AND S16:S17   |
| S20 | 39      | S19 NOT (S8:S9 OR S14 OR S18)  |
| S21 | 39      | RD (unique items)  |

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|     |    |                   |
|-----|----|-------------------|
| S22 | 1  | S21/2002          |
| S23 | 1  | S21/2003          |
| S24 | 1  | S21/2004          |
| S25 | 0  | S21/2005          |
| S26 | 3  | S21/2006          |
| S27 | 33 | S21 NOT S22:S26   |
| S28 | 33 | Sort S27/ALL/PD,A |

28/7/20

DIALOG(R)File 810:Business Wire

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0411607 BW847

**PLAYTEX: Playtex Products announce tampon initiatives**

June 13, 1994

Byline: Business Editors

STAMFORD, Conn.--(BUSINESS WIRE)--June 13, 1994--Playtex Products Inc. (NYSE:PYX) today announced three significant initiatives in the **tampon** category -- each designed to better serve the needs of consumers.

In the Plastic Applicator segment of the **tampon** market, Playtex is introducing new **Multi-Pack Tampons** available in both deodorant and non-deodorant sorts. This is the first entry ever in the category that addresses the needs of the 70% of consumers who use more than one absorbency. **Multi-Pack tampons contain both Regular and Super absorbencies in one box**, making it much easier and more convenient for a woman to have the correct tampon to meet her needs. It also makes it easier for pad users to participate in the **tampon** market.

Twenty-three of the first 25 accounts presented have accepted this item. Playtex **Multi-Pack Tampons** will be supported with advertising and major consumer promotions including a "Try Me Free" refund offer.

Playtex is also introducing Ultimates Silk Glide **Tampons** into the Cardboard Applicator segment as an important product improvement. Silk Glide, which replaces the original Ultimates **Tampons**, has a rounded-tip applicator with a unique surface coating that makes it even more comfortable to use than Tampax' leading **tampon**.

Coinciding with this launch will be the introduction of Silk Glide Ultimates in a Super Plus **absorbancy**, making Ultimates the only rounded-tip cardboard applicator **tampon** participating in this segment of the market. Super Plus accounts for approximately 20 percent of total **tampon** usage. Silk Glide Ultimates will be supported with a new advertising campaign, as well as sampling and strong promotional programs.

All of these new Playtex products start shipping into the trade in July.

In addition to Playtex and Ultimates **Tampons**, Playtex Products Inc. also manufactures and markets Playtex Nurser and Cherubs infant care products, Banana Boat Skin & Suncare products, Playtex Living and Handsaver gloves, Jhirmack haircare products and Tek toothbrushes.

CONTACT: Playtex Products Inc., Stamford

Hercules P. Sotos, 203/356-8104

KEYWORD: CONNECTICUT

INDUSTRY KEYWORD: MEDICINE PRODUCT

~~Serial 11/130674~~

July 14, 2006

File 158:DIOGENES(R) 1976-2006/May W3

(c) 2006 DIOGENES

File 483:Newspaper Abs Daily 1986-2006/Jul 13

(c) 2006 ProQuest Info&amp;Learning

Set Items Description

S1 12 PLAYTEX(S) (MULTIPACK OR MULTI() PACK) (S) TAMPONS

S2 6 RD (unique items) [not relevant]

File 9:Business &amp; Industry(R) Jul/1994-2006/Jul 13

(c) 2006 The Gale Group

File 13:BAMP 2006/Jul W1

(c) 2006 The Gale Group

File 15:ABI/Inform(R) 1971-2006/Jul 14

(c) 2006 ProQuest Info&amp;Learning

File 16:Gale Group PROMT(R) 1990-2006/Jul 13

(c) 2006 The Gale Group

File 20:Dialog Global Reporter 1997-2006/Jul 14

(c) 2006 Dialog

File 47:Gale Group Magazine DB(TM) 1959-2006/Jul 12

(c) 2006 The Gale group

File 88:Gale Group Business A.R.T.S. 1976-2006/Jul 04

(c) 2006 The Gale Group

File 148:Gale Group Trade &amp; Industry DB 1976-2006/Jul 12

(c) 2006 The Gale Group

File 149:TGG Health&amp;Wellness DB(SM) 1976-2006/Jun W4

(c) 2006 The Gale Group

File 211:Gale Group Newsearch(TM) 2006/Jul 12

(c) 2006 The Gale Group

File 484:Periodical Abs Plustext 1986-2006/Jul W2

(c) 2006 ProQuest

File 570:Gale Group MARS(R) 1984-2006/Jul 13

(c) 2006 The Gale Group

File 636:Gale Group Newsletter DB(TM) 1987-2006/Jul 13

(c) 2006 The Gale Group

File 759:Business Insights 1992-2006/Jul

(c) 2006 Datamonitor

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 990:NewsRoom Current Mar 1 -2006/Jul 13

(c) 2006 Dialog

File 993:NewsRoom 2004

(c) 2006 Dialog

File 994:NewsRoom 2003

(c) 2006 Dialog

File 996:NewsRoom 2000-2001

(c) 2006 Dialog

Set Items Description

S1 60 PLAYTEX(S) (MULTIPACK OR MULTI() PACK) (S) TAMPONS

S2 31 RD (unique items)

S3 31 Sort S2/ALL/PD,A

3/7/1 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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03409359 Supplier Number: 44740718 (THIS IS THE FULLTEXT)

PACKAGING

~~Serial 11/130674~~

July 14, 2006

Brandweek, v0, n0, p5

June 6, 1994

TEXT:

Playtex Intros Multi's, Restages Ultimates

By Pam Weisz

**Playtex** is spending \$2 million in media to restage its Ultimates line of **tampons** and another \$2 million on a new **multi - pack** as it looks to continue taking share from Tambrands and head off a growing private label threat.

Playtex' new **multi - pack**, due this summer, contains both regular and super absorbency **tampons**, per research that showed 71% of women use different absorbencies. The Ultimates line gets a new 'Silk Glide' applicator and more feminine packaging. Print ads break in the fall via Grey Advertising, N.Y.

Tambrands' Tampax brand has a 50.3% share of the \$566 million category, but Playtex has steadily gained share during the last year due to price cuts and promotions and turmoil at Tambrands. Playtex now has 29% of the category, up 4% from last year, according to Towne-Oller. Innovation from Playtex will enable it to 'put more pressure on Tambrands while they're down,' said Gabe Lowy, analyst with Oppenheimer & Co. Private label grew 121% last year, to a 3.1% share. Its advance threatens the margins of all brands, though Playtex has buffered itself via a joint venture with a private label marketer.

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3/7/2 (Item 2 from file: 810)

DIALOG(R)File 810:Business Wire

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0411607 BW847

**PLAYTEX: Playtex Products announce tampon initiatives**

June 13, 1994

Byline: Business Editors

STAMFORD, Conn.--(BUSINESS WIRE)--June 13, 1994--Playtex Products Inc. (NYSE:PYX) today announced three significant initiatives in the tampon category -- each designed to better serve the needs of consumers.

In the Plastic Applicator segment of the tampon market, Playtex is introducing new **Multi-Pack Tampons** available in both deodorant and non-deodorant sorts. This is the first entry ever in the category that addresses the needs of the 70% of consumers who use more than one absorbency. **Multi-Pack tampons contain both Regular and Super absorbencies in one box**, making it much easier and more convenient for a woman to have the correct tampon to meet her needs. It also makes it easier for pad users to participate in the tampon market.

Twenty-three of the first 25 accounts presented have accepted this item. Playtex **Multi - Pack Tampons** will be supported with advertising and major consumer promotions including a "Try Me Free" refund offer.

Playtex is also introducing Ultimates Silk Glide Tampons into the Cardboard Applicator segment as an important product improvement. Silk Glide, which replaces the original Ultimates Tampons, has a rounded-tip applicator with a unique surface coating that makes it even more comfortable to use than Tampax' leading tampon.

Coinciding with this launch will be the introduction of Silk Glide Ultimates in a Super Plus absorbency, making Ultimates the only rounded-tip cardboard applicator tampon participating in this segment

~~Serial 11/130674~~

July 14, 2006

of the market. Super Plus accounts for approximately 20 percent of total tampon usage. Silk Glide Ultimates will be supported with a new advertising campaign, as well as sampling and strong promotional programs.

All of these new Playtex products start shipping into the trade in July.

In addition to Playtex and Ultimates Tampons, Playtex Products Inc. also manufactures and markets Playtex Nurser and Cherubs infant care products, Banana Boat Skin & Suncare products, Playtex Living and Handsaver gloves, Jhirmack haircare products and Tek toothbrushes.

CONTACT: Playtex Products Inc., Stamford

Hercules P. Sotos, 203/356-8104

KEYWORD: CONNECTICUT

INDUSTRY KEYWORD: MEDICINE PRODUCT

3/7/3 (Item 3 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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00520556 Supplier Number: 23040241

Playtex **Ultimates Regular Absorbency, Super Absorbency** Tampons - Multi - Pack

(Playtex Family Products Corporation is now offering Playtex Ultimates Regular Absorbency and Super Absorbency Tampons together in a Multi - Pack box)

Product Alert, v 24, n 29, p N/A

July 18, 1994

WORD COUNT: 44

TEXT:

Playtex Ultimates Regular Absorbency and Super Absorbency Tampons can now be purchased together in a **Multi - Pack** box. **Playtex** Family Products Corporation is the manufacturer. To check the availability and cost of purchasing a sample of this product contact: Marketing Intelligence Service, Ltd., (716) 374-6326.

Copyright 1994 Marketing Intelligence Services Ltd.

3/7/6 (Item 6 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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00552272 Supplier Number: 23054144

Playtex **Non-Deodorant** Tampons. - Multi - Pack of Regular Absorbency, Super Absorbency

(Playtex Products distributes a Multi - Pack Playtex Non-Deodorant Tampons )

Product Alert, v 24, n 37, p N/A

September 12, 1994

WORD COUNT: 61

TEXT:

Playtex Non-Deodorant Tampons now come in a **Multi - Pack** , a box containing 11 Regular Absorbency and 11 Super Absorbency **tampons** . The **Multi - Pack** was designed to provide the convenience of both absorbencies to better meet the individual needs. Distributed by **Playtex** Products, Inc. of Dover, DE, the **Multi - Pack** retails for \$4.98. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

Copyright 1994 Marketing Intelligence Services Ltd.

3/7/7 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2006 The Gale Group. All rts. reserv.

03561326 Supplier Number: 45003283 (THIS IS THE FULLTEXT)

**Kotex Plots Sales 'Curve'**

Brandweek, v0, n0, p16

Sept 19, 1994

TEXT:

By Pam Weisz

Kimberly-Clark is seeking to expand its share of the sanitary protection market with a new, curved Kotex tampon gradually rolling out across the country now.

Kotex Natural Curved has shipped to about 40% of the country, and distribution should be complete by December, when a national TV and print campaign will begin, sources said. K-C's strike comes as category leader Tambrands, weakened by a year of management turmoil, is at its most vulnerable position in years, and a growing private label threat also is spurring category players to action.

Details about the coming ad campaign, from Kotex agency Ogilvy & Mather, N.Y., were not available. But free-standing inserts that will drop in November and December hint as to positioning. They ask, 'Why are tampons straight when your body is curved?' and contain the tagline, 'Curved. Like your body. Kotex understands.'

S.G. Warburg analyst Bruce Kirk said the new tampon could allow K-C to double their 6.3% share in the \$556.9 million tampon category. The product is unique, Kirk said, and 'Kotex is pretty good at what they do.'

**Playtex** has also tried to take advantage of Tambrands' weakness by restaging its Ultimates line and launching a **multi - pack** with **tampons** of different sizes. The company has 28.1% of the market, per Towne-Oller.

After nearly a year with no strong leader, Tambrands may be on the road to recovery after the appointment this spring of a new ceo, Edward T. Fogarty, a former Colgate exec. Last week it appointed Michael K. Lorelli, a Pizza Hut exec, president of its North American operations.

Although Tampax still has 50.6% of the market, its share has been slipping. Next month it too launches a new product, Tampax Satin Touch, a tampon with a more comfortable cardboard applicator.

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**FOREIGN AND INTERNATIONAL PATENTS**

File 350:Derwent WPIX 1963-2006/UD=200644

(c) 2006 The Thomson Corp.

File 347:JAPIO Dec 1976-2005/Dec(Updated 060404)

(c) 2006 JPO &amp; JAPIO

Set Items Description

S1 28857 DIAPER? ? OR NAPPY OR NAPPIES OR NAPKIN? ? OR TAMPON? ? OR PANT?LINER? ? OR PANTY()LINER? ? OR (MENSTRUAL OR SANITARY OR INCONTINENCE)() (PAD? ? OR GARMENT? ? OR PRODUCT? ?)

S2 1191 UNDERPAD? ? OR UNDERPANTS OR SANITARY()PAPER()PRODUCT? ? OR PANTY()SHIELD? ? OR PANT?SHIELD? ?

S3 1582 TRAINING()PANTS OR PULL()UPS OR HUGGIES OR PAMPERS OR TAMP-AX OR KOTEX OR LIL()LETS OR MAXIPAD? ? OR MINIPAD? ? OR STAYF-REE

S4 71515 ABSORBEN?

S5 619442 COLOR? ? OR COLOUR? ?

S6 1478615 PACKAG? OR PACK? ? OR PACKET? ? OR BOX?? OR CONTAINER? ? OR KIT OR KITS

S7 1519601 WINDOW? ? OR (TRANSPARENT OR SEE()THROUGH)()PANEL? ? OR OP-ENING? ?

S8 275 S1:S3 AND S4 AND S5

S9 5 S8 AND S6 AND S7

S10 191698 IC=(A61F-013? OR A61F-015? OR A61L-015? OR B65D-005? OR B6-5D-030? OR B65D-033? OR B65D-075? OR A61B-019? OR A61B-017?)

S11 208 S8 AND S10

S12 58 S4(10N)S5 AND S1:S3

S13 51 S10 AND S12

S14 11 S6:S7 AND S13

S15 9 S14 NOT S9

S16 47 S12 NOT (S9 OR S14)

S17 0 S6:S7 AND S16

S18 0 S16 AND S6

S19 50 S8 AND S6

S20 37 S19 NOT (S9 OR S14)

S21 16 S10 AND S20 [not relevant or too recent]

S22 13 S8 AND S6/TI

S23 4 S22 NOT (S9 OR S14 OR S21)

15/34/7 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014584536 \*\*Image available\*\*

WPI Acc No: 2002-405240/200243

Line of consumer product such as catamenials, comprising products having degree of predetermined product performance characteristics, has one color identifier having color intensity less than other identifier

Patent Assignee: PROCTER &amp; GAMBLE CO (PROC )

Inventor: FARRIS D D; REDWINE N J

Number of Countries: 097 Number of Patents: 003

Patent Family:

| Patent No    | Kind | Date     | Applicat No    | Kind | Date     | Week     |
|--------------|------|----------|----------------|------|----------|----------|
| WO 200230347 | A1   | 20020418 | WO 2001US42615 | A    | 20011010 | 200243 B |
| AU 200197023 | A    | 20020422 | AU 200197023   | A    | 20011010 | 200254   |
| EP 1324735   | A1   | 20030709 | EP 2001977945  | A    | 20011010 | 200345   |
|              |      |          | WO 2001US42615 | A    | 20011010 |          |

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July 14, 2006

Priority Applications (No Type Date): US 2000685259 A 20001010

## Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200230347 A1 E 26 A61F-015/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ  
PH PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200197023 A A61F-015/00 Based on patent WO 200230347

EP 1324735 A1 E A61F-015/00 Based on patent WO 200230347

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI TR

Abstract (Basic): WO 200230347 A1

NOVELTY - A line of consumer products has two or more varying degrees of a predetermined product performance characteristics (PPC). The line comprises two products having respective **color** identifier and degree of PPC. The **color** identifiers have respective **color** intensities and corresponds to respective degree of PPC. One of the **color** intensity is less than the other.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:

- (1) A consumer product **kit** ;
- (2) Method of improving user compliance in a usage regimen; and
- (3) Method of providing a line of consumer product.

USE - As articles for absorbing body fluids, especially menses. The consumer products includes catamenials, such as **sanitary napkins** , **sanitary panties**, interlabial devices, intravaginal devices ( **tampons** ), adult **incontinence products** , infant **diapers** and **pantliners** . Also used in other fields such as beauty care, food and beverage, health care, laundry and cleaning, and tissues and towels. **Color** signals are used in beauty care to denote more product performance characteristics of more or less moisture; in coffee products to differentiate light, medium and dark roast levels; in health care area to denote stronger medicine such as cough drops and chloraseptics; in laundry and cleaning to indicate a higher concentration of detergent; and in tissues and towels to denote greater levels of **absorbency**.

ADVANTAGE - A system of distinct signal **colors** is used to implement the proper selection and use of consumer products. The use of signal **colors** univocally and unequivocally connotes performance characteristics, thereby improves user satisfaction with the product and decreased anxiety in choosing the correct product. By using a range of intensity within the same hue, continuity of the visual selection of overall product line is maintained and desired, intuitive, selection and usage unit are provided to the user. The line up enables consumer to remember easily that light intensity of the **color** corresponds to lower **absorbency** , while higher **absorbency** corresponds to a higher intensity shade of the **color** signal. Horizontal display reading from left-to-right of different intensities together, draws attention to the entire product line, but also provides additional visual signals to the consumer by virtue of the side-by-side display. The variation in **color** intensity is great enough to be readily perceived by a consumer without having to refer to an external basis of calibration unit for comparison.

DESCRIPTION OF DRAWING(S) - The figure shows the **color** line for the

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light lavender, medium lavender and dark lavender.

pp; 26 DwgNo 1/4

Derwent Class: D22; F07; P32

International Patent Class (Main): **A61F-015/00****15/34/8 (Item 8 from file: 350)**

DIALOG(R)File 350:Derwent WPIX

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014376763 \*\*Image available\*\*

WPI Acc No: 2002-197466/200226

**Package for absorbent articles, e.g. sanitary napkin or pantiliner, comprises two absorbent articles of different colors in which second color of second article is visually distinct from first color of first article**

Patent Assignee: PROCTER &amp; GAMBLE CO (PROC )

Inventor: COSTEA H K; GAGLIARDI I; LONG R E; PRETZ K

Number of Countries: 097 Number of Patents: 007

Patent Family:

| Patent No      | Kind | Date     | Applicat No    | Kind | Date     | Week     |
|----------------|------|----------|----------------|------|----------|----------|
| EP 1174104     | A1   | 20020123 | EP 2000115724  | A    | 20000721 | 200226 B |
| WO 200207665   | A1   | 20020131 | WO 2001US22784 | A    | 20010719 | 200226   |
| AU 200177921   | A    | 20020205 | AU 200177921   | A    | 20010719 | 200236   |
| EP 1301158     | A1   | 20030416 | EP 2001955869  | A    | 20010719 | 200328   |
|                |      |          | WO 2001US22784 | A    | 20010719 |          |
| US 20030130632 | A1   | 20030710 | WO 2001US22784 | A    | 20010719 | 200347   |
|                |      |          | US 2003347029  | A    | 20030117 |          |
| MX 2003000630  | A1   | 20030501 | WO 2001US22784 | A    | 20010719 | 200415   |
|                |      |          | MX 2003630     | A    | 20030121 |          |
| JP 2004510463  | W    | 20040408 | WO 2001US22784 | A    | 20010719 | 200425   |
|                |      |          | JP 2002513403  | A    | 20010719 |          |

Priority Applications (No Type Date): EP 2000115724 A 20000721

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

EP 1174104 A1 E 17 A61F-015/00

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI

WO 200207665 A1 E

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200177921 A A61F-015/00 Based on patent WO 200207665

EP 1301158 A1 E A61F-015/00 Based on patent WO 200207665

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI TR

US 20030130632 A1 A61F-013/15 Cont of application WO 2001US22784

MX 2003000630 A1 A61F-015/00 Based on patent WO 200207665

JP 2004510463 W 62 A61F-013/15 Based on patent WO 200207665

Abstract (Basic): EP 1174104 A1

NOVELTY - An **absorbent** article **package** comprises first and second **absorbent** articles of two different **colors**. A second **color** of the second article is visually distinct from a first **color** of the first article.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for an

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**absorbent** article comprises a pair of wings intended for folding around the crotch portion of an undergarment. Each wing has a **color** visually distinct from the **color** of the remaining article. The **color** of the wings matches the **color** of the undergarment.

USE - For **absorbent** articles, e.g. **sanitary napkin** or **pantiliner** for use in the crotch region of an undergarment.

ADVANTAGE - The inventive **package** provides more freedom to the wearers as to the choice of undergarment when discretion is desired. The articles of different **colors** provides benefit of no becoming easily apparent by visual inspection when an undergarment of corresponding **color** is worn. The **package** provides to a consumer different **colored absorbent** articles in a convenient and cost effective manner.

DESCRIPTION OF DRAWING(S) - The figure is a perspective view of a **package**.

pp; 17 DwgNo 1/1

Technology Focus:

TECHNOLOGY FOCUS - INSTRUMENTATION AND TESTING - Preferred **Package** : The articles have garment and wearer facing surfaces. The wearer or garment surfaces of the first and second articles are of the first and second **colors**, respectively. The articles comprise a liquid pervious topsheet, a liquid impervious breathable backsheet, and an **absorbent** core intermediate to the topsheet and backsheet. The topsheet or backsheet of the first and second articles are of the first and second **colors**, respectively. The **absorbent** cores of the articles match the **color** of the topsheets of the respective articles. The **color** difference between the first **color** of the first article and the second **color** of the second article is at least 5 (preferably at least 90) when measured with a Minolta mode CR300 **colorimeter**. The **color** of the first or second article is black or white. The articles has **transparent** regions having a transparency value of at least 20% (preferably at least 40%). The topsheet and backsheet of the both articles extend beyond the periphery of the core and are joined to each other in the region extending beyond the periphery of the core. The **package** has an indicator for indicating the **color** of the articles and which is integral with the outwardly disposed surface of the **package**.

Derwent Class: D22; F07; P32

International Patent Class (Main): **A61F-013/15** ; **A61F-015/00**

International Patent Class (Additional): **A61F-013/49** ; **A61F-013/511** ;  
**A61F-013/514**